

EXPLORING THE OPPORTUNITIES

Canadian photographer Greg Snell's eye for adventure won him the opportunity to help promote Australia to the world.

Steve Packer

Snell
MEDIA

Starry Nights

BIO:

Greg Snell is a Canadian Adventure Tour Guide, Documentary Film Producer, Freelance Photographer, Destination Content Creator, Social Influencer, and winner of Australia's [‘Best Jobs in the World’](#) competition.

As an avid **videographer** and **photographer** Greg documents his adventures through inspiring video production and award-winning photography. He maintains a significant social media following through Instagram, Twitter, and Facebook. Greg is also a regular contributor to G Adventures, The Looptail.



As the winner of Tourism Australia’s ‘Best Jobs in the World’ competition Greg spent 2014 exploring all of Australia documenting this life changing experience and starting his own business in destination marketing, Snell Media.

In 2015 Greg embarked on creating a pilot series for travel television entitled TGTL, which you can view in full [here](#). Throughout 2016 he has focused on growing Snell Media which offers comprehensive Digital Marketing Content Creation packages for a range of Travel Industry professionals.

Greg has been featured on Global Television in Toronto, CTV, Huffington Post Canada, the Toronto Star and Air Canada’s enRoute Magazine. He has climbed Mount Kilimanjaro, skydived over the Great Barrier Reef, worked with indigenous tribes in coastal Ecuador, white-water rafted in Zambia, trekked the Tibetan Plateau, and explored the glaciers of central Iceland.

Greg believes that we can create a stronger future by engaging local communities who empower themselves for positive change. His pilot documentary series concept, Travel Global Think Local, embodies this belief.

For more information contact Greg Snell at gregorsnell@gmail.com



Nellie Winter is a freelance writer & photographer from Germany with a strong passion for travel and the diversity of cultures.

She believes in the importance of spoken, written, and visual communication as a powerful tool to overcome intercultural boundaries.

After graduating from University, where she completed her Bachelor of Arts in Cultural Studies and Tourism, Nellie joined Snell Media in 2017. Her work entails written content creation, Social Media management, and assistant photography and video production.

For more information contact Nellie Winter at nelliewinter93@gmail.com

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Recent Work Highlights

2018 Resume Highlights

01st September – 29th September 2018

Crete Greece – Assisting on Assignment with BvS Crete Photography Workshop & Creating daily video content for YouTuber Brendan Van Son

05th August – 30th August 2018

Visit Dresden Saxony Germany - Youtube Channel Takeover 6 Videos in 3 Weeks

04th July – 10th July 2018

Acama Hotels and Hostel Berlin Germany - Video Production & Photography of New Rooms

12th June – 18th June 2018

Norderney Island Germany – Video Production to support Promo Campaign

27th May – June 02nd 2018

Berchtesgaden Bavaria Tourism & Kempinski Hotel Berchtesgaden – Video and Photo content creation

19th April – 02nd May 2018

Patagonia – Photography Workshop with Brendon van Son & Thomas Heaton – Supporting YouTube Content Creators

12th – 19th March 2018

Austria – Destination Marketing w/ Travel Dudes – Photography & Video Production

9th March 2018

G Adventures – Event Promotion – Photography & Video Production for G Adventures Office Party

21st February – 02nd March 2018

Philippines – Photography Workshop with Brendon van Son– Supporting YouTube Content Creator

26th – 28th January 2018

TourismusCamp 2018 Berchtesgaden – Event Promotion for Tourismus Zukunft - Photography & Video Production

18th – 22nd January 2018

Saalfelden Leogang – Destination Marketing & Content Creation - Photography, Video, & Social Promotion

2017 Resume Highlights

August 02nd – 22nd 2017

Kyrgyzstan USAID – Destination Marketing & Content Creation - Photography, Video, & Social Promotion

July 29th – August 01st 2017

St. Anton, Austria – Destination Marketing & Content Creation – Photography, Video, & Social Promotion

July 21st – 28th 2017

G Adventures El Camino Galicia, Spain – Tour Promotion – Photography & Video Production

July 14th – 21st 2017

Visit Dresden – Instagram Takeover – Content Creation – Photography, Video, & Social Promotion

July 03rd – 08th 2017

Visit Finland, Hossa National Park – Destination Marketing w/ Travel Dudes – Photography & Video Production

May 22nd – 28th 2017

Norway, Scenic Hotels Western Coast – Content Creation – Photography, Video Production, & Social Promotion

January 20th – 25th 2017

Costa Brava, Catalunya, Spain – Destination Marketing w/ Travel Dudes – Photography, Video Production, & Social Promotion

2016 Resume Highlights

October 13th – 16th 2016

Mallorca, Spain – Photography

- Photography assignment for the Travel Consultancy group Tourismusukunft in Mallorca

October 03rd – 05th 2016

Snell Media - Kit September 2017

Leipzig, Saxony, Germany – Photography and Video Production

- Photography and Video package covering the Video Summit Conference experience

August 19th – 22nd 2016

Dresden, Saxony, Germany - Photography, Video Production, and Social Promotion

- Video Production and Social Promotion campaign covering the Dresden City Festival

August 15th – 19th 2016

Erzgebirge, Saxony, Germany - Photography, Video Production, and Social Promotion

- Video Production and Social Promotion campaign covering regional highlights and activities

July 29th – August 03rd 2016

St. Anton, Austria - Photography and Video Production

- Video Production and Social Promotion campaign covering Arlber Giro Race & Summer Activities

June 16th – 19th 2016

Catalunya, Spain - Photography, Video Production, and Social Promotion

- As part of a bloggers trip I travelled to Spain in partnership with Tourismusukunft to make a video of the experience and region and share photos of that trip

June 01st – June 08th 2016

Colombo, Sri Lanka – Photography and Videography

- In partnership with Travel Dudes and Cinnamon Hotels I travelled to Sri Lanka for the TBC Asia Awards and created a video with photos highlighting that experience

May 24th – 31st 2016

Ljubljana, Slovenia – Videography and Photography

- In partnership with Travel Dudes I created five promotional videos and 50 photographs to help market Ljubljana as a top European destination in 2016. The campaign was highly successful

March 06th – March 20th 2016

Madeira, Portugal – Photography, Video Production, and Social Promotion

- Spring photography campaign for Tourism Madeira with a short video and real time social promotion included in the package

January 21st – 24th 2016

LAAX Switzerland Press Trip – Photography and Video Production

- A ski trip with Swiss National Tourism to help promote winter travel and activities at LAAX

2015 Resume Highlights

December 04th – 09th 2015

German National Tourism Office – #JoinGermanTradition Instagram Promotion Trip of Dresden and Saxony Christmas Markets

- Produced Instagram and Photo content for GNTO Marketing Purposes, plus five Videos shared on Youtube

September 04th 2015 – October 02nd 2015

Eurail / Interrail Trains – Photography

- Photographer on a Eastern Europe assignment creating marketing content for 2016 – one month assignment (Slovenia, Croatia, Bosnia & Herzegovina, Serbia, & Hungary)

July 12th – August 30th

Get Your Guide – London, Venice, Prague, Hamburg, Vienna – Photography

- Photographer and Social Influencer creating content for 2015/16 Website – multiple week assignments throughout the summer

May 15th – July 10th 2015

Travel Global Think Local – Documentary Film Production

<http://travelglobalthinklocal.com/>

- Producer, Director, Writer, and Still Photographer

February 13th – February 17th 2015

German National Tourism Office - #JoinGermanTradition Press Trip – Black Forest

- Photography and Social Influencer producing Instagram content

Services

Snell Media provides Destination Marketing and Digital Content Creation Services:

- **Video Production + Editing** – Full HD cinematic promotional videos and experiential storytelling created for digital marketing via client websites and social channels (Youtube, Vimeo, Facebook)
- **Freelance Photography** – Selection of High Resolution, Joint Copywrite, Edited & Captioned Photographs perfect for updating media galleries, newsletters, website content, and social media channels.
- **Social Media Promotion Package** – Reach of hundreds of thousands through FB/Twitter/Instagram
 - o 1 daily posts on Instagram (minimum)
 - o 3 daily photo posts on Twitter (minimum)
 - o 1 Facebook photo album of the best pics and activities
 - o Provision of assets to Client’s Marketing Department for Facebook and Instagram
- **Detailed Reporting** – Written final report on reach and engagement of Social Posts across all channels
- **Written Articles** – Provide between 500-1000 words highlighting destination / experience to be shared on personal blog and client’s website.



International Media Features

National Geographic Facebook –

<https://www.facebook.com/natgeo/photos/a.10150205173893951.320000.23497828950/10152170119188951/>

G Adventures Looptail – Author

<http://www.gadventures.com/blog/author/greg-snell/>

Photo Review – Australian National Photography Publication – Feature

<http://www.photoreview.com.au/information/photo-review-december-2014-february-2015-issue-62>



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Air Canada – En Route Magazine Feature

<http://enroute.aircanada.com/en/articles/our-man-in-adelaide?sections=/en/destinations>

Global News – Television Interviews

<http://globalnews.ca/video/660574/best-jobs-in-the-world-contest-winner>

<http://globalnews.ca/video/917630/canadian-winner-of-the-best-job-on-earth>

Herald Sun – Australian National Publication – Photo Gallery

<http://bit.ly/1Cr6zNN>

Social:

YouTube: <https://www.youtube.com/user/gregorsnell> - **8.827** Subscribers and growing quickly

Instagram: <https://www.instagram.com/gregorsnell/> - **13.3 K** with average of **5%** engagement per post

Twitter: <https://twitter.com/gregorsnell> - **2.8 K** with average of **5 favs** and **2 retweets** per post

Facebook: <https://www.facebook.com/TravelGlobalThinkLocal> - **5.4 K** with nice reach and engagement

Demographics:

YouTube – Top five nationalities: *American, UK, Canadian, German, Spanish*

Instagram – Top five nationalities: *Australian, Canadian, Brazilian, American, and UK*

Facebook – Top five nationalities: *Canadian, Australian, UK, American, and German*

Twitter – Top five nationalities: *Canadian, Australian, UK, American, and German*

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